

What follows is a report on WBWN's community service efforts for 2003. Their commitment to the community continues in 2004.

WBWN, Continuous Country Favorites, is the number one Country radio station in McLean County and serves as one of Illinois' top rated Country stations by audience share. The focus for WBWN is to be committed to playing the newest and hottest in country music, but also serving the local community. WBWN helped organizations raise over \$200,000 and WBWN donated 653 minutes of air -time in 2003, plus 78 hours of remotes. Whether WBWN is giving away a special prize, promoting an event, or supporting one of its many community organizations; WBWN always gives back to McLean County.

WBWN's audience composition is comparable to McLean County in age, home ownership, and income. WBWN's signal is the strongest of all Country Music stations in Central Illinois. WBWN's loyal 25-54 audience listens on average of 7 hours per day.

WBWN's staff is visible and involved in our community. The annual Holiday Food Drive to support the Clare House food pantry raised more than 5 semis full of food and supplies- more than ever before.

WBWN is committed to its listeners and advertisers, as well as, the community. As in the past, we look forward to continuing our tradition of dedicated public service. The Marc Center Radiothon is an event that began in 2002, replacing the annual Lock-up fundraiser. WBWN has always partnered with the MARC Center to provide a better outlet for the foundation's yearly fundraiser. The MARC Center is an organization that supports people of all ages, and supplies many services to people with developmental disabilities through vocational training, residential housing, and supported employment. WBWN donated a total of 24 hours as remote status with all of the air-staff donating their time to the fundraiser. WBWN helped the Marc Center Radiothon raise over \$32,000. The total value of the remotes would be \$7,200. WBWN promoted the event with 64 thirty-second public service announcements.

The Marc Center Bratmobile began in 2003. The Marc Center and WBWN coordinated the Johnsonville Bratmobile to roll into town to serve lunch and raise money for the Marc Center. The total raised at the Bratmobile was \$3,000. Not only did WBWN on-air talent help flip bratwurst, but WBWN donated a live remote worth \$600, and donated 55 promotional announcements promoting the fundraiser.

The Marc Center Golf Outing also began in 2003. WBWN continued its partnership with the Marc Center by helping raise money for the ever-growing center. Besides on-air talent participating in the golf outing itself, WBWN donated 218 promotional announcements.

Share Fest is an event new to Bloomington/Normal which honored September 11th through volunteerism. WBWN along with local chapters of the United Way, The American Red Cross, and other various charities supported the three day event. Over 400 volunteers helped 12 different agencies complete work projects. An additional 350 volunteers worked the Share Fest tents that were collecting and packaging donated items. People came out to donate 2,133 pieces of clothing, 2,054 books, 3,773 food items, 582 non-food items, 24 units of blood, plus \$1,340 in monetary gifts for local charitable organizations. WBWN donated a remote worth \$600, in addition to promotional mentions.

Habitat for Humanity Build Day took place in the fall of 2003 to build a house for a local, needy family. A WBWN morning show co-host helped the numerous

volunteers build that day. WBWN also donated 80 sixty-second ads about the event.

The Clare House Annual Food Drive was in its 9th year of collecting food and personal items for their food pantry and soup kitchen. The Clare House serves to those less fortunate in McLean County and now being able to provide food year-round at the food pantry. Thanks to the donations the WBWN/Clare House Food Drive receives, over 5 semi-trailers were once again filled and the food pantry would not have to close its doors due to lack of food. WBWN donated 262 thirty-second promotional announcements in addition to 14 remotes. Remotes for this event were worth \$12,600. On-air talent and members of the sales staff helped at each remote to collect the donations.

The 2003 St. Jude Golf Classic was supported by WBWN. The St. Jude Golf Classic raises money for children's cancer research. This year WBWN donated 199 thirty-second promotional announcements. The Golf Classic again raised \$60,000 for St. Jude Charities between the men's and women's golf outings.

The American Red Cross of the Heartland's 5th Annual "Give the Gift of Life" Holiday Blood Drive was co-sponsored by WBWN. The one-day event collected 84 units of blood. WBWN continued its on-going support of the local Red Cross Chapter by donating two remotes, worth \$1,200 for the blood drive.

The Red Cross Evening of Stars is an annual dinner gala to support the American Red Cross. With Dick Vitale as the guest speaker, the gala was a great success and raised over \$101,000. WBWN's morning show attended the event and the station donated 100 thirty-second promotional announcements.

Toys for Tots is a charity WBWN is very involved with in McLean County. WBWN donates remotes around town collecting toys for the program. A total of 17,723 toys were collected this year in McLean County for the cause, an increase of over 2,000 toys from last year. Besides on-air staff donating their time for the eight remotes, worth \$4,800; WBWN donated 75 thirty-second announcements, plus 19 ten-second spots for the 2003 Toys for Tots.

The 2003 International Beer Festival is co-sponsored by WBWN and the Bloomington-Normal Jaycees. The WBWN logo was placed on the glasses participants received in exchange for helping them to promote the event. WBWN promoted this event with a total of 84 sixty-second mentions and a donated remote from the festival. This event drew 988 participants. The International Beer Festival raised over \$1,350, half of which went directly to benefit the Easter Seals Foundation.

Community Calendar

Whether informing about major fundraisers, blood drives, or pancake breakfasts, WBWN keeps its listeners up-to-date with non-for-profit community events that are upcoming in McLean County. The Community Calendar airs 5 times each week and is one minute in length. The Community Calendar is aired on WBWN a total of 260 times a year. The Community Calendar is also on the WBWN website to be accessed at any time.

Newscasts

WBWN tries to stay on top of the local and headline news. Listeners hear broadcasts over 70 times per week, for a yearly total of over 3,640 times.

Weather

Listeners rely on WBWN to get up-to-the-minute weather updates. Current temperatures, forecasts, and severe weather updates can be heard four times an hour during morning drive and twice an hour throughout the rest of the day and night. WBWN reports weather over 4,160 times per year. Severe weather coverage is simulcast on WBWN, plus the two sister stations.

School Closings

WBWN listeners rely on the station for important school closing information. During inclement weather, WBWN announces the local area schools which are closed, dismissing early, and even running late busses. Not only are these closings mentioned twice or more times each hour during bad weather, but we make this feature available on our website as well.

Farm News

WBWN's Farm Director recaps Agri-Business news as it pertains to Central Illinois. The one-minute reports are extensions of our local newscasts. The farm news occurs six times each weekday, not only with agri-business news, but also market reports. WBWN also airs Illinois RFD reports throughout the day to keep WBWN listeners up-to-date with all agriculture news.

The Red Cross Minute

Once each week, WBWN's morning show interviews the local American Red Cross coordinator to discuss any upcoming blood drives or to give any necessary information that would pertain to the Bloomington/Normal community's well-being.

Public Service Announcements

WBWN is community-oriented, not only in its programming, but also with the messages it sends out. WBWN runs 60 one-minute and 80 thirty-second public service announcements each week.

Donated items

WBWN donates hundreds of items to local fundraisers and events. In 2003, numerous compact discs, drumsticks, and WBWN apparel were autographed by country artists and given away to benefit everything from school fundraisers to medical benefits.